

Communique demands revamped Clarke image

By Fran O'Brien

Results of Communique's study of Clarke's declining enrollment and proposals to counteract this problem were presented to faculty and students Thursday, Jan. 18, by Tom MacArthur, Communique consultant.

Communique, a research group from Milwaukee, Wis., recently completed an in-depth study of the enrollment situation. According to Clarke President Robert Giroux, this project ties in with the long-range study of the college.

Communique's report showed a 12.8 per cent freshman enrollment decline since 1966-67. While this decline reflects a national downward trend in students seeking a college education, it was pointed out that if this pattern continues at its present rate only 386 students would be enrolled at Clarke in 1975-76.

An increase in students commuting from the Dubuque area and in students from the Chicago suburbs indicate that the marketing scene is changing. Six years ago 25 per cent of Clarke students resided in the Dubuque area. At present this percentage has risen to 37.7. Areas such as Des Moines and the Chicago metropolitan region have declined in importance to the Clarke enrollment.

Attitudinal change

Many reasons were cited by the research group for the declining enrollment. Like other independent colleges and universities, Clarke faces the private college tuition dilemma. The change in society's attitude about the need for a four-year liberal arts education or any college education is also thought to be significant. The enrollment in two-year colleges has risen along with the number of vocational-edu-

cation job certificates.

Problems relating specifically to Clarke's declining enrollment were also considered.

MacArthur noted that "Clarke has an unusually high rate of attrition particularly in the freshman year." He cited several reasons why students left Clarke. Some had only come to the college because of parents' wishes. Others were disillusioned with the tri-college program.

Other reasons were dislike for the Dubuque community and dissatisfaction with the social atmosphere. Isolation from the Dubuque community resulting in a "we/they" attitude and restricted social opportunities were other reasons mentioned for the enrollment decline.

Public image

Through an attitude study, Communique sought to determine

how Clarke is perceived in the views of its various publics. MacArthur observed that "in all we conducted 812 separate interviews with none lasting less than 25 minutes."

Among those interviewed were present students, withdrawing students, prospective students and their parents, lost prospects, alumni and their parents, Dubuque influentials, and high school guidance counselors. The research group found that while most of those interviewed generally viewed Clarke favorably, they had little specific knowledge about the school.

Areas for change

Communique pointed out several areas where change could aid in solving Clarke's enrollment problem. Some of the changes suggested are: undertaking a curriculum reform program, expanding social opportunities, bringing regulations more in line with contemporary standards, and a closer tri-college effort.

Researchers also suggested that Clarke should seek to attract students closer to home, minority students, and those eligible for Iowa Tuition Grants. Another

suggestion was to develop a program of continuing education and to offer a two-year Associate of Arts degree.

Under the financial area they proposed developing new market areas, mobilizing the alumnae to help in acquiring new students and paving the way for a major fund drive, putting the admissions office on a more business-like footing, and becoming more economically minded.

Accent on leadership

"Above all," reported the Communique study, "Clarke must change its image from that of a small, sheltered, liberal arts—fine arts college for moderately bright, upper-middle class Catholic girls to that of a progressive Christian college for women offering individualized educational programs aimed at preparing women for leadership roles in business, government, science, industry, education, medicine and the arts."

As Dr. Giroux stated, "We must bear the mantle of leadership for women."

The decision of what action to follow now rests with the Board of Trustees, scheduled to meet today.

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(Photo by Marcia Joffe)

BEWARE:

'The Bear'

By Jane Harris

He's a bear, a boar, the subject of a hilarious farce about love and money. On Tuesday, Feb. 13, Anton Chekov's "The Bear" will be presented in Clarke's arena theater. The production is a senior comprehensive project by Diane Donnelly.

The cast includes Rick Rose as the scoundrelly Grigory Smirnov; Debbie Skriba as the loyal but young, mourning widow Elena Popova, and Gloria Hebert as Luka, Popova's aged servant.

The performance begins at 7 p.m. Admission is free. Come join in an hour of delightful, light-hearted entertainment.

Mid-year election results

Recently elected to the office of secretary of the Clarke Student Association (CSA) is Diane Boge. She replaces Maryann Kelleher who resigned because of a conflict in her schedule.

The following students were recently elected to one-year terms on the college Forum: Margie Cor-

rigan, Pat Kennedy, Jean Larsen and Linda Walker.

Faculty members elected to serve on the same body are: Dr. Mary Guest, Sr. Francis M. Aid and Sr. Marguerite Neumann. Incumbent faculty members are Dr. Mary Ellen Caldwell and Dr. Henry Goldstein.

Joint programs, hiring policy for the tri-colleges

The Executive Board of the Tri-College Cooperative Effort has presented immediate plans to the tri-college community. Present cooperative efforts include a request that the chairpersons of similar departments meet to plan course offerings for the 1973-74 academic year, and then submit a single course offering report to the deans of the three colleges.

The Executive Board has also accepted a faculty hiring policy which states that no college will hire new faculty members without first consulting with the other colleges at the levels of department and dean.

A common summer school calendar for the summer of 1973 has been adopted for the tri-college community. It will consist of three three-week sessions, with common tuition, joint publicity and recruitment, and common room and board fees.

As other long range goals are formulated by the Executive Board, task forces will be established, each force given a specific charge or mission. The task forces will be composed of faculty, students and appropriate administrators, recommended by each college.

around clarke

Student volunteers are still needed to read books into tape recorders at Hempstead High School. Many high school students are non-readers or very low-level readers and listening to tapes helps them greatly. Tape recorders, books and tapes will be provided. Please help. Please contact Katie Fischer, ext. 737.

Civilization films are being presented again this semester every Sunday at 3 p.m. in ALH. This Sunday's film is "The Smile of Reason" and next week's will be "The Worship of Nature." And don't forget to catch "General Hospital" every Monday through Friday at 2 p.m. on ABC.

After months of gathering and editing material, the tri-college literary magazine is on its way to you. Set to be published on Feb. 19, ISIS is a 28-page collection of student poetry, short stories, graphics and photography.

The magazine will be distributed free to all tri-college students.

Yesterday was sign-up day for Reach Another Person (RAP). If you missed your chance then, but you want to volunteer your time to helping others, contact Suzie Rubenbauer, box 626, or on the OCS bulletin board. It's not too late to sign up, or to reach another person!

The French film "La Symphonie Pastorale" will be shown Feb. 13 in ALH at 7 p.m.

Sr. Diana Malone, BVM, of the Clarke chemistry department, has published an article in *The Journal of Inorganic and Nuclear Chemistry*. Sr. Diana compiled information for the article through research done at Louisiana State University, Baton Rouge. She presented the paper at the American Chemical Society meeting in New York City last fall.

Aeronautics Board cancels special rates, but students fight for youth plane fares

By Mary Pat Rich

If you are one of five million student travelers who plan to use the Youth Fare identification card until your 22nd birthday, read on and act now.

Recently, the Civil Aeronautics Board (CAB) abolished Youth Fares, as a result of their Domestic Passenger-Fare Investigation.

The investigation reported "that youth standby, youth reservation and family fares are unjustly discriminatory and that family and youth reservation fares are also unreasonable." Age alone isn't a valid distinction between passengers.

The CAB did defer cancellation of these fares pending further hearing on the question of an adjustment to normal fares. If the

fare is later cancelled, the privileges of the identification card would be revoked.

In the interest of preserving discount fares and through the sponsorship of the National Student Lobby and Continental Marketing Corporation, the Coalition to Retain Air Discount Fares (CRADF) has been formed.

The purpose of CRADF is to alert every traveler affected and advise them they may lose from 25 per cent to 33 per cent air fare reductions.

This alert is in the form of letters sent to every college, which, when signed, are submitted to the CRADF office in Washington, D.C. They will be sorted, counted and forwarded to the proper congressman.

National Student Lobby Leaders will then visit members of House and Senate Commerce Committees in an effort to get at least one Republican and one Democratic sponsor from each committee. They will work with the staffs of the committees to preserve discount fares.

On Feb. 28, the National Student Lobby Conference will be held with students from all parts of the country to consider the problem. The student delegates will visit with their own legislators to urge positive and final action to retain these important fares.

To help your congressman act to pass legislation that will allow the CAB to discriminate on the basis of age by keeping Youth Fares, write to: CRADF, 413 East Capitol Street, S.E., Washington, D.C., 20003.

